

What is Claimed is:

Sub C'

1. A system in which an interactive television program guide is implemented on user television equipment comprising:

means for monitoring a user's interactions with the interactive television program guide to determine the user's interests; and

means for presenting targeted advertising to the user with the interactive television program guide based on the user's interests.

2. The system defined in claim 1 wherein the means for presenting further comprises means for presenting targeted advertising that contains text.

3. The system defined in claim 1 wherein the means for presenting further comprises means for presenting targeted advertising that contains graphics.

4. The system defined in claim 1 wherein the means for presenting further comprises means for presenting targeted advertising that contains video.

5. The system defined in claim 1 further comprising a set-top box on which the interactive television program guide is implemented.

6. The system defined in claim 1 further comprising:

a television distribution facility for distributing television programming to the user television equipment; and

8844050" 6E64E060

a video server located in the television distribution facility for providing targeted advertisements containing video.

7. The system defined in claim 1 further comprising:

a television distribution facility for distributing television programming to the user television equipment;

a plurality of network nodes for use in providing the television programming to the user television equipment; and

video servers located at some of the networks nodes for providing targeted advertisements containing video.

8. The system defined in claim 1 wherein the means for presenting further comprises means for displaying a browse display region that contains a targeted advertisement.

9. The system defined in claim 1 wherein the means for presenting further comprises means for displaying a set reminders screen that contains a targeted advertisement.

10. The system defined in claim 1 wherein the means for presenting further comprises means for displaying a reminders screen that contains a targeted advertisement.

0304930640E00

12. The system defined in claim 1 wherein the means for presenting further comprises means for displaying a select start time pay-per-view purchasing screen that contains a targeted advertisement.

14. The system defined in claim 1 wherein the means for presenting further comprises means for displaying a targeted pay-per-view ordering screen that contains a targeted advertisement.

15. The system defined in claim 1 wherein the means for presenting further comprises means for displaying a targeted set reminders screen that contains a targeted advertisement.

16. The system defined in claim 1 wherein the means for presenting further comprises means for displaying a navigator screen that contains a targeted advertisement.

17. The system defined in claim 1 further comprising means for displaying a by channel program

listings screen that contains program listings for a particular channel and that contains a targeted advertisement.

18. The system defined in claim 1 wherein the means for presenting further comprises means for displaying a program promotion screen that contains a targeted advertisement.

19. The system defined in claim 1 wherein the means for presenting further comprises means for displaying a pay-per-view program information screen that contains a targeted advertisement.

20. The system defined in claim 1 wherein the means for monitoring further comprises means for determining whether the user has watched a given television program for more than a predetermined time.

21. The system defined in claim 1 wherein the means for monitoring further comprises means for determining whether a reminder has been set by the user for a particular program.

22. The system defined in claim 1 wherein the means for monitoring further comprises means for determining whether the user has taken steps toward purchasing a particular program.

23. The system defined in claim 1 wherein the means for monitoring further comprises means for

0504939 030493

determining whether the user has purchased a particular program.

24. The system defined in claim 1 wherein the means for monitoring further comprises means for determining whether the user has taken steps toward recording a particular program.

25. The system defined in claim 1 wherein the means for monitoring further comprises means for determining whether the user has selected certain categories of programs of interest.

26. The system defined in claim 1 wherein the means for monitoring further comprises means for determining whether the user has viewed information on programs scheduled to be broadcast at a particular time.

27. The system defined in claim 1 wherein the means for monitoring further comprises means for determining whether the user has viewed information on programs scheduled to be broadcast on a particular channel.

28. The system defined in claim 1 wherein the means for monitoring further comprises means for determining whether the user has defined user preferences in the program guide that are indicative of the user's interests.

29. The system defined in claim 1 wherein the means for presenting further comprises means for displaying a flip display region that contains a targeted advertisement.

A
30. The system defined in claim 1 wherein the means for presenting further comprises means for displaying a ~~navigator screen that contains~~ a prompt for setting a reminder for a program that the system has automatically selected based on the user's interests.

31. The system defined in claim 1 wherein the means for presenting further comprises means for displaying a movie listings screen that contains a targeted advertisement.

32. The system defined in claim 1 wherein the means for presenting further comprises means for presenting a ~~movie information~~ ^{PROGRAM INFORMATION} screen that contains a video advertisement.

33. ~~The system defined in claim 1 wherein the means for presenting further comprises means for presenting a movie information screen that contains a video advertisement and a targeted advertisement.~~

34. The system defined in claim 1 wherein the means for presenting further comprises means for presenting a ~~pay-per-view~~ movies listings screen that contains a targeted advertisement.

854060 6664060

Sab
PI

39. The system defined in claim 1 wherein the means for presenting further comprises means for displaying a targeted advertisement to the user that

40. The system defined in claim 1 wherein the means for presenting further comprises means for displaying a targeted advertisement to the user that contains targeted product information and an associated additional information option.

means for allowing the user to select the displayed relatively small targeted advertisement; and

42. The system defined in claim 1 further comprising means for providing the targeted advertising with attribute tags.

43. The system defined in claim 1 further comprising means for providing the targeted advertising with channel tags.

44. The system defined in claim 1 further comprising means for providing the targeted advertising with broadcast time tags.

46. A method for displaying targeted advertising using an interactive television program guide implemented on user television equipment, comprising the steps of:

presenting targeted advertising to the user with the interactive television program guide based on the user's interests.

48. The method defined in claim 46 wherein the step of presenting further comprises the step of presenting targeted advertising that contains graphics.

50. The method defined in claim 46 further comprising the step of providing the interactive television program guide using a set-top box.

providing targeted advertisements containing video using a video server located in the television distribution facility.

providing targeted advertisements
containing video using video servers located at some of
the networks nodes.

53. The method defined in claim 46 wherein the step of presenting further comprises the step of displaying a browse display region that contains a targeted advertisement.

54. The method defined in claim 46 wherein the step of presenting further comprises the step of displaying a set reminders screen that contains a targeted advertisement.

55. The method defined in claim 46 wherein the step of presenting further comprises the step of displaying a reminders screen that contains a targeted advertisement.

56. The method defined in claim 46 wherein the step of presenting further comprises the step of displaying a by time screen that contains a targeted advertisement.

57. The method defined in claim 46 wherein the step of presenting further comprises the step of displaying a select start time pay-per-view purchasing screen that contains a targeted advertisement.

58. The method defined in claim 46 wherein the step of presenting further comprises the step of displaying an order review screen that contains a targeted advertisement.

59. The method defined in claim 46 wherein the step of presenting further comprises the step of displaying a targeted pay-per-view ordering screen that contains a targeted advertisement.

60. The method defined in claim 46 wherein the step of presenting further comprises the step of displaying a targeted set reminders screen that contains a targeted advertisement.

61. The method defined in claim 46 wherein the step of presenting further comprises the step of

8640E0" 6E64E060

displaying a navigator screen that contains a targeted advertisement.

62. The method defined in claim 46 further comprising the step of displaying a by channel program listings screen that contains program listings for a particular channel and that contains a targeted advertisement.

63. The method defined in claim 46 wherein the step of presenting further comprises the step of displaying a program promotion screen that contains a targeted advertisement.

64. The method defined in claim 46 wherein the step of presenting further comprises the step of displaying a pay-per-view program information screen that contains a targeted advertisement.

65. The method defined in claim 46 wherein the step of monitoring further comprises the step of determining whether the user has watched a given television program for more than a predetermined time.

66. The method defined in claim 46 wherein the step of monitoring further comprises the step of determining whether a reminder has been set by the user for a particular program.

67. The method defined in claim 46 wherein the step of monitoring further comprises the step of

0304939 0304939

determining whether the user has taken steps toward purchasing a particular program.

68. The method defined in claim 46 wherein the step of monitoring further comprises the step of determining whether the user has purchased a particular program.

69. The method defined in claim 46 wherein the step of monitoring further comprises the step of determining whether the user has taken steps toward recording a particular program.

70. The method defined in claim 46 wherein the step of monitoring further comprises the step of determining whether the user has selected certain categories of programs of interest.

71. The method defined in claim 46 wherein the step of monitoring further comprises the step of determining whether the user has viewed information on programs scheduled to be broadcast at a particular time.

72. The method defined in claim 46 wherein the step of monitoring further comprises the step of determining whether the user has viewed information on programs scheduled to be broadcast on a particular channel.

73. The method defined in claim 46 wherein the step of monitoring further comprises the step of

09034939 030458

determining whether the user has defined user preferences in the program guide that are indicative of the user's interests.

74. The method defined in claim 46 wherein the step of presenting further comprises the step of displaying a flip display region that contains a targeted advertisement.

75. The method defined in claim 46 wherein the step of presenting further comprises the step of displaying a ~~navigator screen that contains~~ a prompt for setting a reminder for a program that has been automatically selected based on the user's interests.

76. The method defined in claim 46 wherein the step of presenting further comprises the step of displaying a movie listings screen that contains a targeted advertisement.

77. The method defined in claim 46 wherein the step of presenting further comprises the step of presenting a ^{PROGRAM INFORMATION} ~~movie information~~ screen that contains a video advertisement.

78. The method defined in claim 46 wherein the step of presenting further comprises the step of presenting a movie information screen ~~that contains~~ a video advertisement and a targeted advertisement.

79. The method defined in claim 46 wherein the step of presenting ~~further~~ comprises the step of

864050" 664050

AA

Sub
A2

presenting a pay-per-view movies listings screen that contains a targeted advertisement.

80. The method defined in claim 46 wherein the step of presenting further comprises the step of displaying a targeted advertisement over a currently-displayed television program.

81. The method defined in claim 46 further comprising the steps of:

allowing the user to set a reminder for a program;

displaying a targeted advertisement on top of the program for which the reminder was set;

providing the user with an opportunity to request additional information related to the displayed targeted advertisement; and

displaying additional information related to the displayed targeted advertisement when the user requests more information.

82. The method defined in claim 46 wherein the step of presenting further comprises the step of displaying a targeted advertisement that is an active object.

83. The method defined in claim 46 wherein the step of presenting further comprises the step of displaying a targeted advertisement to the user that contains targeted product information.

364050" 6E64E050

84. The method defined in claim 46 wherein the step of presenting further comprises the step of displaying a targeted advertisement to the user that contains targeted product information and an associated selectable purchase option.

85. The method defined in claim 46 wherein the step of presenting further comprises the step of displaying a targeted advertisement to the user that contains targeted product information and an associated additional information option.

86. The method defined in claim 46 wherein the step of presenting further comprises the steps of:

displaying a relatively small targeted advertisement to the user;

allowing the user to select the displayed relatively small targeted advertisement; and

displaying a corresponding substantially full-screen targeted advertisement containing video to the user when the user selects the displayed relatively small targeted advertisement.

87. The method defined in claim 46 further comprising the step of providing the targeted advertising with attribute tags.

88. The method defined in claim 46 further comprising the step of providing the targeted advertising with channel tags.

864050" 6E64E060

89. The method defined in claim 46 further comprising the step of providing the targeted advertising with broadcast time tags.

90. The method defined in claim 46 further comprising the step of providing the targeted advertising with program tags.

91. A system in which an interactive television program guide is implemented on user television equipment, comprising:

means for monitoring a user's interactions with the interactive television program guide to determine the user's interests; and

means for taking a targeted action in the interactive television program guide based on those interests.

92. The system defined in claim 91 wherein the means for taking the targeted action further comprises means for automatically setting a program reminder based on the user's interests.

93. The system defined in claim 91 wherein the means for taking the targeted action further comprises means for automatically presenting the user with an opportunity to set a program reminder that is based on the user's interests.

94. The system defined in claim 91 wherein the means for taking the targeted action further comprises means for offering a pay-per-view event for

0604060" 66406060

purchase to the user that is based on the user's interests.

95. A method for taking targeted actions in an interactive television program guide implemented on user television equipment, comprising the steps of:

monitoring a user's interactions with the interactive television program guide to determine the user's interests; and

taking a targeted action in the interactive television program guide based on those interests.

96. The method defined in claim ⁹⁵91 wherein the step of taking the targeted action further comprises the step of automatically setting a program reminder based on the user's interests.

97. The method defined in claim ⁹⁶91 wherein the step of taking the targeted action further comprises the step of automatically presenting the user with an opportunity to set a program reminder that is based on the user's interests.

98. The method defined in claim ⁹⁵91 wherein the step of taking the targeted action further comprises the step of offering a pay-per-view event for purchase to the user that is based on the user's interests.

8640E0" 6E64E060

Sub
A 9

99. A system in which an interactive television program guide is implemented on user television equipment, comprising:

means for monitoring a user's interactions with the interactive television program guide to determine the user's interests; and

means for displaying targeted advertising based on the user's interests with the program guide; and

means for monitoring which advertisements are displayed by the program guide; and

means for transmitting information on which advertisements are displayed to a central facility.

100. The system defined in claim 99 further comprising means for maintaining a monitoring record containing information on which advertisements are displayed.

101. The system defined in claim 100 wherein the means for maintaining the monitoring record further comprises means for maintaining an advertisement identifier that identifies each targeted advertisement that is displayed in the monitoring record.

102. The system defined in claim 100 wherein the means for maintaining the monitoring record further comprises means for maintaining information on the date and time of the display of each targeted advertisement in the monitoring record.

864060" 6E64E060

sub B1

- 52 -

103. The system defined in claim 100 wherein the means for maintaining the monitoring record further comprises means for maintaining information on the location in the program guide in which each targeted advertisement is displayed in the monitoring record.

104. The system defined in claim 100 wherein the means for maintaining the monitoring record further comprises means for maintaining information on the reasons that each targeted advertisement was displayed by the program guide in the monitoring record.

105. A method for using an interactive television program guide implemented on user television equipment to monitor the effectiveness of targeted advertising, comprising the steps of:

monitoring a user's interactions with the interactive television program guide to determine the user's interests;

displaying targeted advertising based on the user's interests with the program guide;

monitoring which advertisements are displayed by the program guide; and

transmitting information on which advertisements are displayed to a central facility.

106. The method defined in claim 105 further comprising the step of maintaining a monitoring record containing information on which advertisements are displayed.

004939 "030499
004939 "030499

107. The method defined in claim 106 wherein the step of maintaining the monitoring record further comprises the step of maintaining an advertisement identifier that identifies each targeted advertisement that is displayed in the monitoring record.

108. The method defined in claim 106 wherein the step of maintaining the monitoring record further comprises the step of maintaining information on the date and time of the display of each targeted advertisement in the monitoring record.

Sub B² 109. The method defined in claim 106 wherein the step of maintaining the monitoring record further comprises the step of maintaining information on the location in the program guide in which each targeted advertisement is displayed in the monitoring record.

110. The method defined in claim 106 wherein the step of maintaining the monitoring record further comprises the step of maintaining information on the reasons that each targeted advertisement was displayed by the program guide in the monitoring record.

111. A system in which an interactive television program guide is implemented on user television equipment, comprising:

means for monitoring a user's interactions with the interactive television program guide to determine the user's interests;

means for taking targeted actions in the program guide based on the user's interests;

364060" 6E64E060

means for monitoring which targeted actions are taken by the program guide; and

means for transmitting information on which targeted actions are taken by the program guide to a central facility.

112. The system defined in claim 111 further comprising means for maintaining a monitoring record containing information on which targeted actions are taken in the program guide.

113. The system defined in claim 112 wherein the means for maintaining the monitoring record further comprises means for maintaining in the monitoring record an identifier that identifies each targeted action that is taken in the program guide.

114. The system defined in claim 112 wherein the means for maintaining the monitoring record further comprises means for maintaining in the monitoring record information on the date and time each targeted action is taken in the program guide.

Sub B-3

115. The system defined in claim 112 wherein the means for maintaining the monitoring record further comprises means for maintaining in the monitoring record information on the location in the program guide in which each targeted action is taken.

116. The system defined in claim 112 wherein the means for maintaining the monitoring record further comprises means for maintaining information on the

0904939-030498

reasons that each targeted action was taken in the monitoring record.

117. A method for using an interactive television program guide implemented on user television equipment, comprising the steps of:

monitoring a user's interactions with the interactive television program guide to determine the user's interests;

taking targeted actions in the program guide based on the user's interests;

monitoring which targeted actions are taken in the program guide based on the user's interest; and

transmitting information on which targeted actions are taken to a central facility.

118. The method defined in claim 117 further comprising the step of maintaining a monitoring record containing information on which targeted actions are taken.

119. The method defined in claim 118 wherein the step of maintaining the monitoring record further comprises the step of maintaining in the monitoring record an identifier that identifies each targeted action taken.

120. The method defined in claim 118 wherein the step of maintaining the monitoring record further comprises the step of maintaining information in the

09034939.030498

monitoring record ~~on the date and time each targeted~~
action is taken.

Sub B4 121. The method defined in claim 118 wherein
the step of maintaining the monitoring record further
comprises the step of maintaining information in the
monitoring record on the location in the program guide
in which each targeted action is taken.

122. The method defined in claim 118 wherein
the step of maintaining the monitoring record further
comprises the step of maintaining information in the
monitoring record on the reasons that each targeted
action was taken in the program guide.

0304939 0304938